



August 24, 1993

G.B. BROWN
Division Sales Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-3550
Fax 908-417-9076

TO: All Sales Representatives

RE: **Post Price Rollback Strategy**

Ladies and Gentlemen:

Beginning this week, all Full Price and Savings couponing has stopped. This represents a "huge change" in our retail activities compared to our operations over the past five years.

Due to these changes, we must also determine how we will work retail starting today.

As we have discussed, a lot of questions on how our competitors will respond in terms of promotions will not be answered for several weeks. In the meantime, **we have a lot of cigarettes to sell.**

When evaluating exactly what we should be doing, several priorities quickly surface that make good common sense:

#1

"WINSTON SELECT" is a tremendous value to consumers, even when the coupon activity was hot and heavy. Now, Select is an even greater value to all smokers. This brand is, and will continue to be, a "top priority" in the future.

- Gain Distribution
- Display and Advertise
- Place the "Worth a Winston" Catalogs

"We work for smokers."

51854 1435

#2

"MONARCH/DORAL/STERLING/MAGNA" should now be worked as value brands with an "every day low price".

As with full price brands, we will **NOT PLACE ANY COUPONS** on these brands; however, flighted VPR/Monarch gun promotions should be worked wherever we are at a true competitive disadvantage to gain parity in price.

Strive to gain DORAL and MONARCH distribution everywhere. The complete package of MONARCH promotions to gain new distribution continues to be available.

#3

"CAMEL Special Lights" continues to be a "hot" new item, consistently shipping more cases weekly than the twelve STERLING styles.

Continue to advertise and display Special Lights in all possible calls. Utilize any remaining CAMEL premiums on Special Lights product and place all of your CAMEL cash catalogs.

As far as our part-time Promotional Reps, they now have very little to do. Their efforts will now be directed to the highest volume promotional platform calls (Key and A) to fill the displays. Examples of load plans for our promotional platforms are attached. These examples show the new flexibility that we have to place MONARCH in our contracted space.

Should you have any questions, please contact me.

Good Selling!



G. B. Brown

GBB:ms
Enclosures
M-4

51854 1436

Carton Outlets with ECD or UPM

Doral Family "Everyday Low Price"	Optional RJR Promo Area
Monarch Family "Everyday Low Price"	Primary Work Plan Brand "Standard Product"
Winston Select (B1GIF then \$.20 per pack)	

"Top View Front"

Doral Family "Everyday Low Price"	Two Sided ECD / UPM
Monarch Family "Everyday Low Price"	
Winston Select (B1GIF then \$.20 per pack)	

"Top View Front"

One Sided ECD / UPM
Winston Select (B1GIF then \$.20 per pack)

"Top View Front"

51854 1437

Pack Outlet with PCD and Sy.III counter only

PCD		Sy.III Counter	
Primary FP		Winston Select	<u>40 pack</u>
Secondary FP		Monarch	<u>72 pack</u>
		Dor/Mag/Sterl	<u>72 pack</u>

Pack Outlet with PCD / Sy.III Counter and EVD

PCD		System III Counter		EVD/CCD	
Primary FP		Winston Select	<u>40 pack</u>	Doral	
Secondary FP		Winston Select	<u>72 pack</u>	Magna	
		Monarch	<u>72 pack</u>		

51854 1438

Pack Outlet with PCD / Sy.III Floor and EVD

PCD		System III Floor Display	EVD/CCD
Primary FP		Winston Select	Doral
Secondary FP		Winston Select	Magna
		Monarch	Sterling
		Monarch	
		Opt. Low Cost	

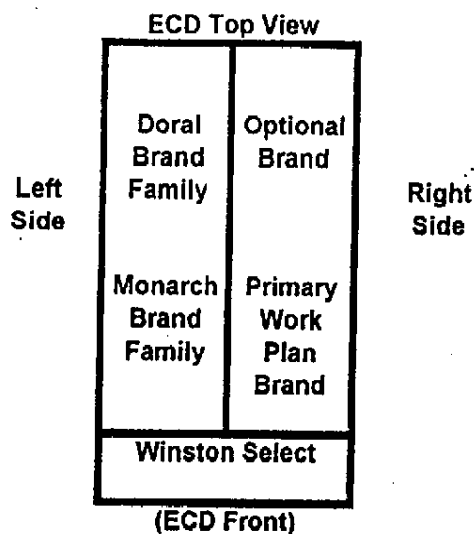
POG 1 xls.

Pack Outlets with PCD "only"

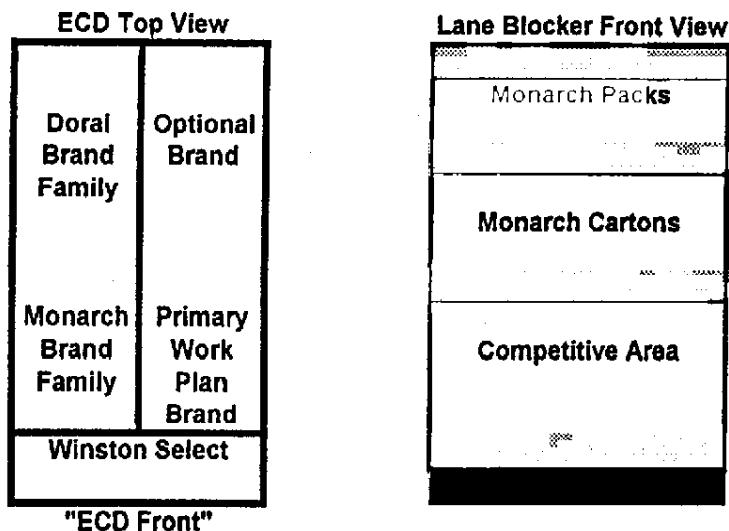
PCD	
Primary FP	
Opt.Low Cost	(Monarch / Doral / Sterling or Magna)

51854 1439

PATHMARK with ECD only.



PATHMARK with ECD and Lane Blocker



PATHMARK with ECD / LB and Monarch Floor

